

City of West Des Moines Public Art Program

Call for Iowa Artists

Art on the Campus

Overview

The West Des Moines Public Arts Advisory Commission invites Iowa artists to submit an application to participate in the **3rd Annual Art on the Campus** public art exhibition. **Art on the Campus** is a temporary outdoor exhibit, displayed on the West Des Moines City/School Campus April 20, 2015 through November 15, 2015. This call to artists provides an opportunity for artists to submit completed artwork for consideration. A selection panel will choose up to thirteen original works. Selected artists are paid a \$1,000 stipend for the use of their artwork. The artist retains ownership of their work and agrees to loan it to the exhibition. During the exhibit, the artwork will be covered under the City's insurance for the retail value of the artwork; however artists must also carry standard insurance coverage in addition. Artists will be required to provide copy of proof of insurance for the retail value of their artwork if they are selected for the show.

The art pieces will be displayed in highly visible sites around the West Des Moines City/School Campus pond. Selected artists will receive a \$1,000 stipend for loaning the work for the exhibition. There is no application fee. The City of West Des Moines reserves the right to photograph and reproduce images of the artwork on exhibition for promotional and educational purposes.

A kickoff event will be held at the beginning of the exhibit at which members of the community, WDM City Council, WDM Parks and Recreation Advisory Board, and featured artists will be invited to celebrate the opening of the 2015 Art on the Campus exhibit. Invited guests will have the opportunity for a special preview of the selected works, and artists are asked to attend and give a brief oral description of their artwork.


A People's Choice vote will also be taken throughout the duration of the exhibit. When the exhibit is finished, the People's Choice art piece will be named and shared with the public.

The Art on the Campus exhibition will be aggressively promoted in the local media. Marketing efforts will include but not be limited to:

- Article in WDM Magazine (direct mailed to all WDM households and business)
- News and information on WDM City Web Site (check out the 2014 exhibit at <http://bit.ly/TS3HIV>)
- WDM Parks and Recreation's Facebook and Twitter accounts

Location of Artwork

The West Des Moines City/School Campus is a centrally located area that is home to several facilities utilized by the community including an elementary school, freshmen high school, the WDM City Hall, the WDM Public Library and the WDM School District's Learning Resource Center. There is a centrally located pond that has a half mile walking trail encircling it. The selected works will be installed on 4' x 4' concrete pads that are located around the pond next to the trail.





Installation

Artists are responsible for all costs, equipment and labor necessary for the delivery, installation and removal of their work and assume all risk and damage to their work before and during installation and during and after removal. The artwork will be insured by the City of West Des Moines up to the purchase value of the artwork after installation while on exhibition. A level, 4x4 foot concrete pad will be provided for securing the artwork. Work not appropriate for installation onto a concrete base will not be allowed. Lighting and power will not be provided at the locations. The Artist shall affix their art work to the concrete pad in such a way that non-authorized removal would not be possible.

Sales

Each selected piece of artwork will have a pre-determined purchase value or sales price that is determined by the artist. If someone desires to purchase one of the displayed art works, 15% of the sales price will be paid to the West Des Moines Public Arts Commission. These funds will provide future funding of this annual event. The \$1,000 stipend provided to the artists is not part of any sales transaction. Artwork must remain on display throughout the duration of the exhibition.

Project Timeline

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| • Call to Artists issued | July 7, 2014 |
| • Applications due | August 29, 2014 |
| • Selection Panel Deliberations | September 1-19, 2014 |
| • Public Art Commission approves recommendation | September 25, 2014 |
| • City Council approves recommendation | October 6, 2014 |
| • Selection Notifications to Artists | October 7, 2014 |
| • Delivery and Installation of artwork completed | April 6-17, 2015 |
| • Grand Opening Celebration | April 23, 2015 |
| • Exhibit Open to the Public | April 20 – November 15, 2015 |
| • Deadline for Removal of Artwork | November 30, 2015 |

The City of West Des Moines reserves the right to change the project timeline.

Entries

All artwork must be the original work of the artist (in concept, composition and execution) and suitable for outdoor public display. Works will be selected by a selection panel comprised of local citizens, commission members, local artists, and local business representatives. The panel will use the following selection criteria:


Required Artwork Characteristics

- Suitability for public viewing
- Display of high quality technical skill, imagination, innovation
- Suitability for outdoor display in adverse weather conditions
- Soundness of construction, durability and safety of artwork

Desirable Artwork Characteristics

- Artwork that creates a sense of discovery, surprise and emotional connection
- Artwork that uses kinetic devices, optical effects, dynamic shapes or bright colors to create a vibrant and interesting exhibit
- Artwork that is participatory
- Artwork that is whimsical, uplifting, and creative

*Decisions by the Selection Panel are final and not open to negotiation.



How to Apply

Iowa artists interested in this project must prepare and submit the materials detailed below. Additional information may be required at the discretion of the City.

- The application form which includes:
 - ✓ Detailed list of materials used in the artwork
 - ✓ Purchase value of the artwork
 - ✓ An artist's statement about the artwork including date of creation
 - ✓ A detailed explanation of how the artwork will be secured or anchored when installed
- A list of no more than three professional references
- A brief artist biography outlining credentials and relevant experience with public art commissions
- 2-4 photographs/drawings (in JPEG or PDF format) of the artwork

Please complete the attached form and submit all information to Allison Ullestad at allison.ullestad@wdm.iowa.gov or mail it to:

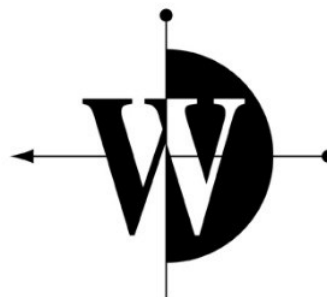
Art on the Campus

Attn: Allison Ullestad

P.O. Box 65320

West Des Moines, IA 50265

Applications must be submitted by 5 p.m. CST on August 29, 2014.



THE CITY OF
West Des Moines®

APPLICATION FORM- ART ON THE CAMPUS

City of West Des Moines Public Art Program

(Please submit one form per piece of artwork)

Artist Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email Address: _____

Title of Artwork Entry: _____

Year the Artwork was Created: _____

Materials Used: _____

Dimensions: Width: _____ Height: _____
 Depth: _____ Weight: _____

Purchase Value of the Artwork: \$ _____

Artist Description of Meaning or Inspiration for Artwork (this description will be used in future publications): _____

Statement how Artwork will be secured to 4' x 4' concrete pad?

How did you hear about the Art on the Campus Call to Iowa Artists?

- Please attach a brief artist biography
- Please attach no more than 3 professional references
- Please submit 2-4 photos/drawings of the artwork entry (in JPEG or PDF format)

I have read and accept fully all conditions set forth in the Call to Artists, Art on the Campus.

Signature: _____ Date: _____

Applications must be received by 5 p.m. CST on August 29, 2014. Send an electronic copy to the following address:
allison.ullestad@wdm.iowa.gov . If choosing to send a hard copy please mail to: **Art on the Campus**

Attn: Allison Ullestad

P.O. Box 65320

West Des Moines, IA 50265